MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2018/2019

BMK3164 – Industrial Marketing

(All sections / Groups)

4th March 2019
2.30pm to 4.30pm
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **ONE (1)** printed page with **FOUR (4)** questions (excluding the cover page).
2. Answer **ALL** the questions.
3. Answer in the answer booklet provided.

Answer ALL FOUR (4) questions.

Question 1

Value-added features need to motivate customers to pay a higher premium than the cost of superior performance. Discuss five (5) ways the marketers can use to differentiate their value creation.

(25 marks)

Question 2

What is Customer Based Brand Equity (CBBE)? With the aid of a diagram, explain the Customer-Based Brand Equity (CBBE) Pyramid.

(25 marks)

Question 3

Discuss the benefits of using Customer Relationship Management (CRM) tools in B2B marketing.

(25 marks)

Question 4

Evaluate the following statement. "Don't start with the product first, instead, start with understanding the customer's problem and end with products and services that solve that problem".

(25 marks)

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